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Dated: 3-15-2008 Signature: *C.P. Andersen*  
(Christian P. Andersen, Esq.) R. Andersen

Docket No.: 03-8018CIP3  
(PATENT)

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Patent Application of:  
Lester Chu et al.

Application No.: Not Yet Assigned

Confirmation No.: Not Yet Assigned

Filed: Concurrently Herewith

Art Unit: N/A

For: INFORMATION DISTRIBUTION SYSTEM  
AND METHOD UTILIZING A POSITION  
ADJUSTMENT FACTOR

Examiner: Not Yet Assigned

**INFORMATION DISCLOSURE STATEMENT (IDS)**

MS Patent Application  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

Dear Sir:

Pursuant to 37 CFR 1.56, 1.97 and 1.98, the attention of the Patent and Trademark Office is hereby directed to the references listed on the attached PTO/SB/08. It is respectfully requested that the information be expressly considered during the prosecution of this application, and that the references be made of record therein and appear among the "References Cited" on any patent to issue therefrom.

This Information Disclosure Statement accompanies the new patent application submitted herewith.

A copy of each non-U.S. reference on the PTO/SB/08 is attached.

In accordance with 37 CFR 1.97(g), the filing of this Information Disclosure Statement shall not be construed to mean that a search has been made or that no other material information as defined in 37 CFR 1.56(a) exists. In accordance with 37 CFR 1.97(h), the filing of this Information Disclosure statement shall not be construed to be an admission that any

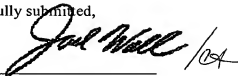

patent, publication or other information referred to therein is "prior art" for this invention unless specifically designated as such.

It is submitted that the Information Disclosure Statement is in compliance with 37 CFR 1.98 and the Examiner is respectfully requested to consider the listed references.

The Director is hereby authorized to charge any deficiency in the fees filed, asserted to be filed or which should have been filed herewith (or with any paper hereafter filed in this application by this firm) to our Deposit Account No. 07-2347, under Order No. 03-8018CIP3. A duplicate copy of this paper is enclosed.

Dated: 03/15/2004

Respectfully submitted,

By  /  
Joel Wall, Reg. No. 25,648  
Verizon Corporate Services Group Inc.  
600 Hidden Ridge Drive  
Mail Code: HQE03H14  
(972) 718-4800  
Attorney for Applicant

Substitute for form 1449A/B/PTO				<b>Complete if Known</b>	
<b>INFORMATION DISCLOSURE STATEMENT BY APPLICANT</b>  (Use as many sheets as necessary)				Application Number	Not Yet Assigned
				Filing Date	Concurrently Herewith
				First Named Inventor	Lester Chu
				Art Unit	N/A
				Examiner Name	Not Yet Assigned
Sheet	1	of	3	Attorney Docket Number	03-8018CIP3

U.S. PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Document Number Number-Kind Code <sup>2</sup> (if known)	Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear	
J.A.	AA	US-4,532,554	07/1985	Skala		
	AB	US-4,546,382	10/1985	McKenna et al.		
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	AE	US-4,850,007	07/1989	Marino et al.		
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Examiner Signature	Date Considered
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Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid OMB control number.

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				Art Unit	N/A
				Examiner Name	Not Yet Assigned
Sheet	3	of	3	Attorney Docket Number	03-8018CIP3

NON PATENT LITERATURE DOCUMENTS				
Examiner Initials	Cite No. <sup>1</sup>	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T <sup>2</sup>	
J.A.	CA	Pelline, "New search engine goes commercial" from <a href="http://news.cnet.com/news/0,10000,0-1005-200-326672_00.html">http://news.cnet.com/news/0,10000,0-1005-200-326672_00.html</a> , February 18, 1998.		
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	CF	Swartz, "Browser Only Lists Paying Web Sites" from San Francisco Chronical, February 21, 1998.		
	CG	Riedman, "Search engine startup to auction listings" from Advertising Age, February 23, 1998.		
	CH	"Lycos Adds New Features. Reorganizes Suggested Links" from <a href="http://www.searchenginewatch.com/sereport/98/01-lycos.html">http://www.searchenginewatch.com/sereport/98/01-lycos.html</a> , January 9, 1998.		
	CI	"Lycos Adds Predetermined Listings" from <a href="http://www.searchenginewatch.com/sereport/97/12-lycos.html">http://www.searchenginewatch.com/sereport/97/12-lycos.html</a> , December 4, 1997.		
	CJ	Pontin, "Gross Idea" from <a href="http://www.herring.com/story_redirect.asp?layout=story_generic&amp;doc-id=RH640016664&amp;ch...">http://www.herring.com/story_redirect.asp?layout=story_generic&amp;doc-id=RH640016664&amp;ch...</a> , August 6, 2001.		
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	CL	Google.com (as archived on archive.org).		
	CM	Superpages.com (as archived on archive.org).		
	CN	Findwhat.com (as archived on archive.org).		
	CO	Looksmart.com (as archived on archive.org).		
	CP	MSN.com (as archived on archive.org).		
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	CS	Internet Discussion Group, August 7, 2001.		
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	CU	metacrawler.com (as archived on archive.org).		
	CV	BellSouth RealPages.com (as archived on archive.org).		
	CW	SmartPages.com (as archived on archive.org).		
	CX	qwestdex.com (as archived on archive.org).		
	CY	business.com (as archived on archive.org).		
	CZ	Shopping.com (as archived on archive.org).		
J.A.	CA1	Citysearch.com (as archived on archive.org).		

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<sup>1</sup>Applicant's unique citation designation number (optional). <sup>2</sup>Applicant is to place a check mark here if English language Translation is attached.

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Sheet	2	of	3	Attorney Docket Number	03-8018CIP3

1	1	AU1	US-5,826,241	10/1998	Stein	
		AV1	US-5,835,886	11/1998	Fisher et al.	
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FOREIGN PATENT DOCUMENTS						
Examiner Initials*	Cite No. <sup>1</sup>	Foreign Patent Document		Publication Date MM-DD-YYYY	Name of Patentee or Applicant of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
		Country Code <sup>2</sup> -Number <sup>3</sup> -Kind Code <sup>4</sup> (if known)				
	BA	-WO 97/17774		05/1997	Seiko Communications Systems, Inc.	
	BB	-WO 98/28906		07/1998	Princeton Video Image, Inc.	
	BC	-WO 98/34189		08/1998	Flycast Communications Corp.	
	BD	-WO 99/20486		04/1999	K. W. Muth Company, Inc.	
	BE	-WO 99/48028		09/1999	GLOBALBRAIN.NET Inc.	
	BF	-WO 00/41090		01/2000	Maxygen, Inc.	
	BG	-WO 00/16218		03/2000	Searchup, Inc.	

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Examiner Signature	/John Anderson/	Date Considered	12/17/2009
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